

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-8. (Cancelled)

9. (Currently Amended) A computer implemented method performed by one or more processing devices, for determining a score of an ad, ~~the method being performed on a host and comprising:~~

receiving a request and, using the host and at a local time for the host, from a remote computer local time of interest information indicative of a local time in a time zone from which the request was sent associated with a request from the remote computer, wherein the local time of interest information from the remote computer varies with the local time of interest information for the host;

accessing, in response to the request, using the host, a mapping of (i) one or more time ranges that are independent of the time zone, to (ii) an ad associated with local time of interest price information, the local time of interest price information indicating a price one or more prices to be paid by an advertiser for a display of an advertisement ~~for an ad in association with a local time for a remote system perceiving the ad;~~

determining, in the mapping, a time range that comprises the local time;

identifying, based on the time range, a price for the advertisement;

~~determining, using the host, whether the local time of interest price information for the ad is related to the received local time of interest information for the remote computer; and~~

~~if it is determined that the local time of interest price information for the ad is related to the received local time of interest information, then using the host to determine~~ determining, at least partly based on the price for the advertisement, a score for the [[ad]] advertisement using at least the local time of interest price information.

10. (Currently Amended) The method of claim 9, wherein the local time of interest ~~information includes~~ comprises at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

11. (Currently Amended) The method of claim 9, wherein ~~the act of~~ determining the score further comprises using at least ad performance information.

12. (Currently Amended) The method of claim 9, wherein ~~the act of~~ determining the score further comprises using at least local time of interest ad performance information.

13. (Currently Amended) The method of claim 9, ~~wherein the local time of interest information includes end-user local time information provided in the request.~~ wherein the local time comprises a first local time, the time zone comprises a first time zone, the request comprises a first request, the time range comprises a first time range, the price comprises a first price, the score comprises a first score, the advertisement comprises a first advertisement, and wherein the method further comprises:

receiving a second request and information indicative of a second local time in a second time zone from which the second request was sent, wherein the first time zone differs from the second time zone, and wherein the first local time and the second local time comprise a same time when the second local time is converted to a time in the first time zone;

determining, in the mapping, a second time range that comprises the second local time;  
identifying, based on the second time range, a second price for the first advertisement;  
determining, at least partly based on the second price for the first advertisement, a second score for the first advertisement, wherein the first score is higher than the second score;

selecting, at least partly based on the first score, the first advertisement for display in the first time zone; and

selecting, at least partly based on the second score, a second advertisement for display in the second time zone, with the second advertisement being different from the first advertisement.

14-32. (Cancelled)

33. (Currently Amended) ~~An Apparatus for determining a score of an ad,~~ the apparatus comprising:

one or more processing devices; and

a computer-readable medium configured to store instructions that are executable by the one or more processing devices to perform operations comprising:

~~a communications interface for receiving, at a local time for a host, from a remote computer local time of interest information associated with a request from the remote computer that varies with the local time of interest information for the host, and a processor structured and arranged to:~~

receiving a request and information indicative of a local time in a time zone from which the request was sent;

accessing, in response to the request, a mapping of (i) one or more access-an-ad associated with local time ranges that are independent of the time zone, to (ii) one or more prices to be paid by an advertiser for a display of an advertisement of interest price information, the local time of interest price information indicating a price for an ad in association with a local time;

determining, in the mapping, a time range that comprises the local time;

~~determine identifying, based on the whether the local time range, a of interest price information for the advertisement ad is related to the received local time of interest information; and~~

~~determine the determining, at least partly based on the price for the advertisement, a score for the [[ad]] advertisement using at least the local time of interest price information if it is determined that the local time of interest price information for the ad is related to the received local time of interest information.~~

34. (Currently Amended) The apparatus of claim 33, wherein the local time of interest information includes comprises at least one of (a) at least one local time-of-day, (b) at least one

local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

35. (Currently Amended) The apparatus of claim 33, wherein ~~the processor uses~~ at least ad performance information is also used in determining the score.

36. (Currently Amended) The apparatus of claim 33, wherein ~~the processor uses~~ at least local time of interest ad performance information is also used in determining the score.

37. (Currently Amended) The apparatus of claim 33, ~~wherein the local time of interest information is end-user local time information provided in the request.~~ wherein the local time comprises a first local time, the time zone comprises a first time zone, the request comprises a first request, the time range comprises a first time range, the price comprises a first price, the score comprises a first score, the advertisement comprises a first advertisement, and wherein the method further comprises:

receiving a second request and information indicative of a second local time in a second time zone from which the second request was sent, wherein the first time zone differs from the second time zone, and wherein the first local time and the second local time comprise a same time when the second local time is converted to a time in the first time zone;

determining, in the mapping, a second time range that comprises the second local time;

identifying, based on the second time range, a second price for the first advertisement;

determining, at least partly based on the second price for the first advertisement, a second score for the first advertisement, wherein the first score is higher than the second score;

selecting, at least partly based on the first score, the first advertisement for display in the first time zone; and

selecting, at least partly based on the second score, a second advertisement for display in the second time zone, with the second advertisement being different from the first advertisement.

38-48. (Cancelled)

49. (Currently Amended) A computer-readable medium configured to store instructions that are executable by one or more processing devices to perform operations having embodied thereon a computer program configured to provide digital advertisements, the medium comprising one or more code segments that, when executed on a processor, cause the processor to:

~~receive, at a local time for a host and from a remote computer, a request for one or more digital advertisements in response to user input from an end user and;~~

receiving a request and receive, from the remote computer, end user information indicative of a local time in a time zone from which the request was sent of interest information associated with the request that varies with the local time of interest information for the host, for at least one of a plurality of digital advertisements;

accessing, in response to the request, a mapping of (i) one or more time ranges that are independent of the time zone, to (ii) one or more prices to be paid by an advertiser for a display of an advertisement;

determining, in the mapping, a time range that comprises the local time;

identifying, based on the time range, a price for the advertisement;

~~determine whether the digital advertisement has local time of interest price information that is related to the local time of interest information received; and~~

~~if it is determined that the digital advertisement has local time of interest price information that is related to the local time of interest information accepted, then determine~~  
determining, at least partly based on the price for the advertisement, a score for the advertisement. using at least the local time of interest price information; and

~~provide the digital advertisement with a highest score in response to the received request.~~

50. (New) The computer-readable medium of claim 49, wherein the local time comprises at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

51. (New) The computer-readable medium of claim 49, wherein at least ad performance information is also used in determining the score.

52. (New) The computer-readable medium of claim 49, wherein at least local time of interest ad performance information is also used in determining the score.

53. (New) The computer-readable medium of claim 49, wherein the local time comprises a first local time, the time zone comprises a first time zone, the request comprises a first request, the time range comprises a first time range, the price comprises a first price, the score comprises a first score, the advertisement comprises a first advertisement, and wherein the method further comprises:

receiving a second request and information indicative of a second local time in a second time zone from which the second request was sent, wherein the first time zone differs from the second time zone, and wherein the first local time and the second local time comprise a same time when the second local time is converted to a time in the first time zone;

determining, in the mapping, a second time range that comprises the second local time;

identifying, based on the second time range, a second price for the first advertisement;

determining, at least partly based on the second price for the first advertisement, a second score for the first advertisement, wherein the first score is higher than the second score;

selecting, at least partly based on the first score, the first advertisement for display in the first time zone; and

selecting, at least partly based on the second score, a second advertisement for display in the second time zone, with the second advertisement being different from the first advertisement.